

**M.A. (JOURNALISM AND MASS  
COMMUNICATION) (MAJMC)**

**Term-End Examination**

**December, 2021**

**MJM-031 : COMMUNICATION RESEARCH  
METHODS**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Answer any **five** questions. All questions carry equal marks (20 marks).

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1. Differentiate between pure and applied research. Give suitable examples from the field of communication.
2. How is a social problem different from a research problem ? Describe the importance of research questions, objectives and hypothesis in a research problem. *5+15=20*
3. Describe probability and non-probability sampling techniques, giving suitable examples. *10+10=20*

4. Explain the importance of secondary data and the kinds of sources for secondary data. Give suitable examples. *5+15=20*
5. Explain the steps involved in developing and executing survey methods, with suitable examples. *20*
6. Explain the basic steps involved in conducting a research study based on content analysis. *20*
7. Find measures of central tendency and variability (mean, median, range, variance and standard deviation) for the following dataset : *20*
- 37, 19, 21, 35, 31, 23, 17, 25, 27, 29, 33
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